



B2B Content Specialist (2-6 Years)

- Gurugram

About Contify

Contify is a technology company that offers an AI-enabled Market and Competitive Intelligence (MCI) platform to help professionals make informed decisions.

Contify helps organizations such as Ericsson, EY, Wipro, Deloitte, L&T, BCG, MetLife, etc., track information on their competitors, customers, industries, and topics of interest. Contify delivers unique strategic updates by continuously monitoring over 500,000+ sources in real-time.

Contify is rapidly growing, with more than 200 people across two offices in India. Contify is the winner of Frost and Sullivan's Product Innovation Award for Market and Competitive Intelligence Platforms.

Job Description

Creative and collaborative senior content writer to create original, high quality, relevant content to engage, educate, and inspire B2B Tech CXO customers and prospects, that are Fortune 1000 companies in the US market. Our ideal candidate is an individual with exceptional writing skills, a strategic and research mindset, and a get-it-done attitude who is excited to take a deep dive into complex topics and bring them to life for B2B tech buyers. In this role, you will write compelling content, such as research reports, case studies, POVs, articles, white papers, and solution video scripts, and help to enhance Contify's position as a Marketing and Competition intelligence industry thought leader.

- Write well researched high-quality content related to our solutions/services, and industry trends, including but not limited to the following: website and



microsites, email campaigns/newsletters, thought leadership articles, CEO perspectives, customer success stories/case studies, infographics, video scripts, press releases, integrating charts, illustrations, and imagery where necessary, and ensuring a differentiated customer experience.

- Create world-class content assets that attract, nurture, and convert leads
- Interview SMEs to gain industry-specific insights and craft well-structured, easy-to-read content that make complex topics digestible and understandable.
- Proofread, review, and edit all content for grammatical and technical accuracy prior to final delivery/publishing
- Conduct keyword research and use SEO to increase relevant website traffic. Incorporate SEO / SEM best practices into all written web content
- Own and manage the company content engine and ensure that our content ranks high on popular search engines
- Utilize industry best practices, identify customer needs and gaps
- Create and follow an editorial calendar and collaborate with other members of the marketing team to ensure timely delivery of materials
- Ensure strict adherence to the style guides, tone, and voice of the company

Requirements

- Bachelor's degree or MBA
- 2-6 years of relevant experience
- Experience with POV pieces, reports, whitepapers, research papers, etc.
- Hands-on MS Office, comfortable working on Google sheets and docs
- Bonus: B2B SaaS industry experience

How to Apply:

Send your updated resume to hr.ops@contify.com

Note

Contify is a people-oriented company. Emotional intelligence, therefore, is a must. You enjoy working in a team environment, supporting your teammates in pursuing



our common goals, and working with your colleagues to drive customer value. You strive to improve not only yourself but also those around you.